

Program Title

Discover the New Law of Marketing

Program Description

Presented by Bob Gilbreath, Chief Marketing Strategist at Bridge Worldwide
Thursday March 18, 2010 | Pyramids
8:30 AM - 10:00 AM

The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning-Your Guide to Surviving and Thriving in the Marketing Revolution

By Bob Gilbreath

Chief Marketing Strategist at Bridge Worldwide

Published by McGraw-Hill

Discover how to make meaningful connections with your customers through relationship marketing that is truly valuable to their lives. Bob Gilbreath, Chief Marketing Strategist at Bridge Worldwide, shows you how in this comprehensive, eye-opening look at the future of marketing.

Marketing as we have known it is no longer sustainable in its current form. To maintain a significant and effective marketing strategy, companies must move from producing meaningless messages to creating meaningful connections—marketing that customers *choose* to engage with. *The Next Evolution of Marketing* helps you create relevant, meaningful communications in the digital age.

Marketing with Meaning helps you bring effective marketing solutions to your business communications. The diverse set of relevant case studies—ranging from traditional to interactive marketing—makes this book an indispensable addition to any business collection. This is a must-read for anyone involved in any phase of marketing—from those who create it, to those who buy it, to those who simply choose to engage with it.

About the speaker



Bob Gilbreath is Chief Marketing Strategist at Bridge Worldwide, one of the nation's largest digital advertising agencies. Bridge Worldwide is part of WPP, leaders in advertising, branding, and marketing. Bob leads the Strategic Planning team within Bridge Worldwide, advising clients such as Procter & Gamble, ConAgra Foods, Kroger, Luxottica, and Abbott Laboratories. His writing has been featured in *Brandweek*, he has spoken at ad:tech and Harvard Business School, and he has taught classes at New York University and Miami University (Ohio). He is the author of *The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning*, which is now available from McGraw-Hill.

Bob joined Bridge Worldwide after leading a dramatic turnaround of the Mr. Clean brand at Procter & Gamble. He was recognized by *Advertising Age* as one of the Top 50 Marketers of



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2004. He received his M.B.A. in marketing from New York University's Stern School of Business and his undergraduate degree in economics from Duke University.

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About Bridge Worldwide

We are a collection of more than 200 people who are striving to grow, improve, and crack the code on the future of marketing—while working just as hard to make our office a great place to walk into every day. In the advertising agency marketplace, we fit into the niche of digital agencies. *Advertising Age* lists us as one of the 50-largest digital agencies in the United States. We've won tons of awards for our interactive work. We are part of WPP, one of the largest agency holding companies in the world. Our clients include Procter & Gamble, Abbott Nutrition, ConAgra Foods, and Kroger.

But we are more than these standard descriptions. We have a firm belief that the way to win is through using digital marketing to build customer relationships for our clients.

We also believe that the best way to run an agency is to make it a great place to work. We have created a culture that effects change. Our power comes from empowering every single employee to make smart decisions on their own and as a team—and we're always hiring. The result is people who do better work, recruit their friends, and stay with us and our clients at a time when the market is very competitive. And this isn't the usual BS: We've been named one of the Best Small Companies to Work for in America in 2006, 2007 and 2008.